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level of character-type. Can they be both "sources of human quality" and "psychic trends" developing toward "mature potencies"? In the fourth chapter "there appears also some oscillation between a view of the "stages of psychic control" as temporally sequent in a more or less fixed evolutionary order and as phases of the individual's active or passive attitude toward his physical and social environment. The question is whether "high" and "low" here mean "complex" and "simple" or "late" and "early" in some objective and absolute sense, or must have their significance fixed in terms of the purposive furtherance and impediment of the conscious personality.

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Advertising and Its Mental Laws. By HENRY FOSTER ADAMS, PH.D.
New York: Macmillan, 1916. Pp. vii+333.

The viewpoint of the "behaviorist" is adopted. Simple yet detailed discussion of elementary psychological principles prefacing the account of technic and outcome of experiments is characteristic. A concise description of statistical methods is given. The writer, of course, uses the data of Gale, Scott, Strong, Hollingworth, Starch, and others for corroboration or correction, but introduces several original methods and problems. The principal fields of inquiry are attention, association, memory (including problems of size, position on page, etc.), fusions (involving problems of effect of repetition, surroundings, etc.), the appearance of advertisements (involving color preference and aesthetic factors), and a concluding chapter on action, treating the mental mechanism of decision (final purchase).

The purpose of the writer—to emphasize and develop the quantitative aspects of psychology as applied to advertising—appears to be fulfilled, although as yet checking of the conclusions of laboratory experiment by results gained under actual business conditions has not been extensively done.

The value of such work is undoubted. Considering the vast annual sum spent (and wasted, some of it) in urging contributions to philanthropic enterprises, the reader wonders whether a research fellowship to investigate prevalent methods of appeal and the returns from the advertisement of humanitarian projects should not be part of a program of national economy.

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